

### **REMARKS/ARGUMENTS**

Claims 1-20 in the case are pending and stand rejected. Claims 1-20 have been rejected under 35 U.S.C. §112, second paragraph, as being indefinite for failing to particularly point out the distinctly claim the subject matter which applicant regards as the invention. Claims 1-20 are further rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,575,297 B2 to Schutten in view of U.S. Patent No. 5,393,100 to Coe and U.S. Patent No. 4,632,428 to Brown. Claims 1-20 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,575,297 B2 to Schutten in view of U.S. Patent No. 5,031,937 to Nellhaus and U.S. Patent No. 4,632,428 to Brown. In addition, the drawings are objected to for omitting certain reference numerals mentioned in the description.

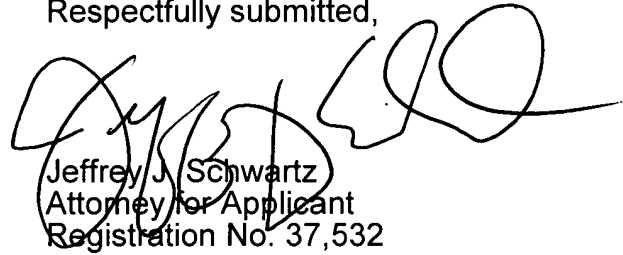
With regard to the rejections under §112, the claims have been amended to correct minor informalities noted by the examiner. Figure 1 is also amended to add reference numerals 22 and 23.

With regard to the rejections under §103(a), Applicant respectfully submits that the art cited neither discloses, teaches, nor suggests the invention as presently claimed. Each of base claims 1, 12, and 20 recites a personalized medication card for patients including *a **color image** identifying each medicine/pill*. While the prior art describes using a "picture" of the medicine (Coe) and "picture stamps" of the medicine (Nellhaus), there is no indication, express or implied, that these pictures are color images. Color is an important feature of the present invention, as discussed in the application, as more and more pharmaceutical companies use pill *color* as a means for identifying and branding their products. Consequently, consumers grow increasingly more reliant on the particular *color* of the product to identify the medicines they take.

For all these reasons discussed above, Applicant submits that all of the claims in the case are now in condition for allowance. Such action is therefore respectfully

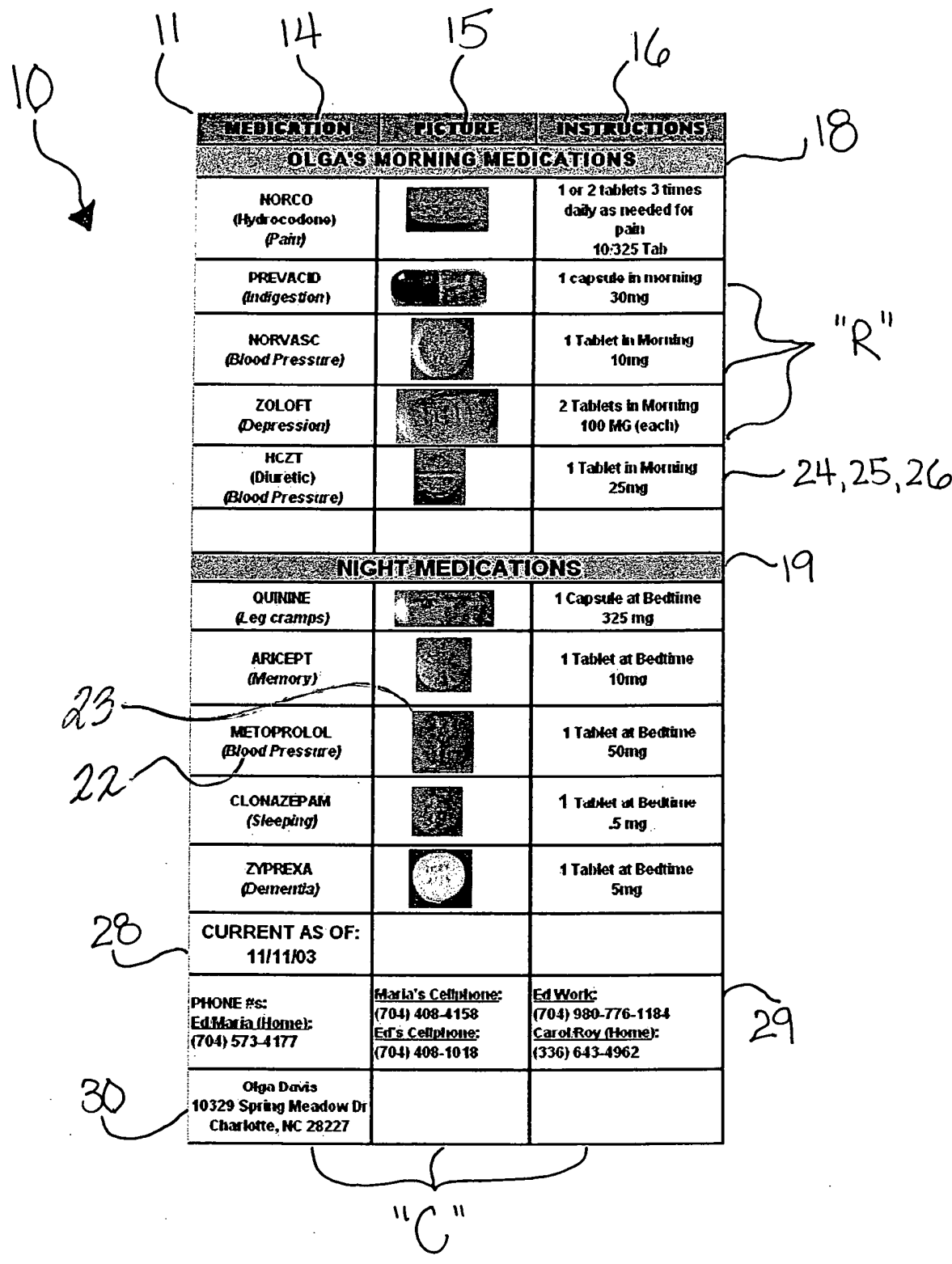
requested at an early date. If the Examiner believes that issues remain for discussion, he is invited to contact the undersigned at the telephone number indicated below.

Respectfully submitted,



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

MEDICATION	PICTURE	INSTRUCTIONS
<b>OLGA'S MORNING MEDICATIONS</b>		
NORCO (Hydrocodone) (Pain)		1 or 2 tablets 3 times daily as needed for pain 10:325 Tab
PREVACID (Indigestion)		1 capsule in morning 30mg
NORVASC (Blood Pressure)		1 Tablet in Morning 10mg
ZOLOFT (Depression)		2 Tablets in Morning 100 MG (each)
HCZT (Diuretic) (Blood Pressure)		1 Tablet in Morning 25mg
<b>NIGHT MEDICATIONS</b>		
QUININE (Leg cramps)		1 Capsule at Bedtime 325 mg
ARICEPT (Memory)		1 Tablet at Bedtime 10mg
METOPROLOL (Blood Pressure)		1 Tablet at Bedtime 50mg
CLONAZEPAM (Sleeping)		1 Tablet at Bedtime .5 mg
ZYPREXA (Dementia)		1 Tablet at Bedtime 5mg
CURRENT AS OF: 11/11/03		
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Fig. 1